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 DATE: JUNE 15, 2004

RE: Information Disclosure Statement for Serial Number 10/817593 COMMENTS:

DEAR SIR,

ATTACHED PLEASE FIND THE FOLLOWING ITEMS TO BE MADE OF WRITTEN RECORD IN THE ABOVE-CITED APPLICATION FILE:

- 1. TRANSMITTAL SHEET (1p.);
- 2. COVER LETTER (2PP.);
- 3. IDS FORM PTO 1449A/PTO (1p.)

Mil B. Brook

MICHAEL B. BROOKS REG. NO. 39,921

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Older tile Paperwork Reduction Act of 1995, no berson	S are required to respond to a collection of the Application Number	on of information unless it disolars a valid OMB control number
TRANSMITTAL	Filing Date	
FORM	First Named Inventor	April 1, 2004
(to be used for all correspondence after initial filing)	Art Unit	David A. Gerken
(10 20 0,000 to all correspondence area unital mility)	Examiner Name	
Total Number of Pages in This Submission 4	Attorney Docket Number	GERKEN0401
ENCI	LOSURES (Check all that	t apply)
Fee Transmittal Form	Orawing(s)	After Allowance communication to Technology Center (TC) Appeal Communication to Board
	Licensing-related Papers	of Appeals and Interferences Appeal Communication to TC
The state of the s	Petition to Convert to a	(Appeal Notice, Brief, Reply Brief)
After Final	Provisional Application Power of Attorney, Revocation	Proprietary Information
Affidavits/declaration(s)	Power of Attorney, Revocation Change of Correspondence Addre	
Extension of Time Request	Ferminal Disclaimer	Other Enclosure(s) (please Identify below):
Express Abandonment Request	Request for Refund	
Information Disclosure Statement	CD, Number of CD(s)	
Certified Copy of Priority Document(s)	ks	
Response to Missing Parts/ Incomplete Application		
Response to Missing Parts under 37 CFR 1.52 or 1.53		
SIGNATURE OF	F APPLICANT, ATTORNE	V OR ACENT
Firm Michael Blaine Brooks P. C. or Reg # 39 921	TWO LIONNY, AT TORNE	I, OR AGENT
Individual name	,9	
Signature B (SC	ook	
Date June 15, 2004		
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.

:10/817593

Applicant

:David A. Gerken

Title

:System and Method for Selectively Acquiring and Targeting

Online Advertising Based on User IP Address

Filed

:April 1, 2004

Art Unit

;

Examiner Docket no.

:GERKEN0401

Customer no.

:24507

Date: June 15, 2004

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Supplemental Information Disclosure Statement

Dear Sir,

The applicant respectfully request the enclosed references be considered during the examination of the application referenced above. For convenience of the Examiner, the references are listed on the attached Substitute for Form PTO-1449A/PTO herein.

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Accordingly, it is respectfully requested that these references be considered in the examination of this application and be made of written record in the application file.

Respectfully submitted,

MilBacok

Dr. Michael B. Brooks, Esq.
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5010 N. Pkwy Calabasas, Suite 104
Calabasas, CA 91302-3913

PTO/SB/08A (08-03)

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Complete if Known Substitute for form 1449/PTO Application Number 10/817593 Filing Date INFORMATION DISCLOSURE April 1, 2004 First Named Inventor David A. Gerken STATEMENT BY APPLICANT Art Unit (Use as many sheets as necessary) Examiner Name Sheet Attorney Docket Number GERKEN0401

Examiner	Cite		U. S. PATEN	T DOCUMENTS	
Initials*	Cite No.1	Document Number Number-Kind Code ^{2 (# known)}	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		^{US-} 5,948,061	09-07-1999	Merriman et al.	- Server appear
		^{US-} 6,151,631	11-21-2000	Ansell et al.	
		US- 6,339,761	01-15-2002	Cottingham	
		^{US-} 6,487,538	11-26-2002	Gupta et al.	
		^{US-} 6,665,715	12-16-2003	Houri	
		^{US-} 2002/0010626A1	01-24-2002	Agmoni	
		us- 2002/0016831A1	02-07-2002	Peled et al.	
		^{US-} 2003/0036949A1	02-20-2003	Kaddeche et al.	
		^{US-} 2001/0039210A1	11-08-2001	ST-Denis	
		^{US-} 2002/0120629A1	08-29-2002	Leonard	
		US-			<u> </u>
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Examiner	Cite	Foreign Patent Document	IGN PATENT DOCU	MENTS		
Initials*	No.1	Country Code ³ Number ⁴ Kind Cade ⁵ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	Τ ⁶
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considered, include copy of this form with next communication to applicant. 'Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language

Translation is attached.

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